ELVIS NSHOM, Ph.D.

Associate Professor

Department of Communication

California State University, San Marcos, USA.

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EDUCATION

Post Graduate Certificate (2018-2021) (60 ECT, Doubles as a Teacher's Qualification)

School of Professional Teacher Education, JAMK University of Applied Sciences

Major: Professional Teacher Education

Doctorate (2017)

Communication, University of Jyväskylä, Finland

Major – Intercultural Communication

MA (2012)

Sociology, University of Eastern Finland

Major: Cultural Diversity

BA (2009)

University of Buea, Cameroon

Major: Journalism / Mass Communication

ACADEMIC POSITIONS

Associate Professor

California State University, San Marcos Fall 2023 – Present.

Assistant Professor

California State University, San Marcos Fall, 2019 – Spring 2023.

Non-Resident Research Fellow

European Center for Populism Studies Fall 2020 – Present.

Full time University Teacher

University of Jyväskylä, Finland Fall, 2016 to 2018.

Part Time University Teacher

University of Jyväskylä, Finland Fall, 2013 to 2016.

Visiting Lecturer

National Polytechnic Bambui, Bamenda, Cameroon Spring, 2015.

Research Assistant

University of Eastern Finland Fall, 2012.

High School Teacher Spring, 2010.

Kalevan Lukio, Finland (High School)

Nokia Lukio, Finland (High School)

Ahlmanin Ammatiopisto, Finland (Vocational School)

AWARDS

Top Poster Award 2022: Intercultural Communication Division of the International Communication Association (ICA) Paris, France.

Top Paper Award 2021: Peace and Conflict Division, National Communication Association (NCA) Seattle, Washington.

GEM (Going the Extra Mile) Award 2020: College of Humanities, Arts, Behavioral & Social Sciences (CHABSS).

PUBLICATION INTERESTS

Intergroup Prejudice and Conflict, Media Representations of Minority Groups, Acculturation and Adaptation, Intergroup Communication, Intercultural Communication, and Cross-Cultural Studies.

BOOKS

Nshom, E. & Croucher, S. M. (eds). (In progress, 2024) Handbook of Communication and Prejudice Research. Edward Elgar Publishing.

PEER-REVIEWED JOURNAL ARTICLES

- **Nshom**, E. (2023). Intergroup contact, perceived attitudes, and immigrants' attitudes towards locals: The case of immigrants living in Finland. *Journal of Intercultural Communication*, 23(4). https://doi.org/10.36923/jicc.v23i4.140
- **Nshom, E.**, Mkong, I., Elonge, K., & Agha, I. (2023). Independence or a federation? Perceived discrimination as an antecedent of Anglophone Cameroonians' attitude towards the form of state. *Ethnicities*, 0(0). https://doi.org/10.1177/14687968231203407
- **Nshom**, E., Kelighai, I., Doh, P., Kwoh E., & Agha I. (2023). The relationship between Anglophones' attitude towards the current form of state in Cameroon, support for

- independence, and a federation: An intergroup threat approach. *African Identities*, DOI: 10.1080/14725843.2023.2207759
- **Nshom**, E, Sadaf, S. & Khalimzoda, I. (2022). Challenges to immigrant integration: A study among immigrants from 40 nationalities living in Finland. *Journal of Intercultural Communication*, 22, 36-47.
- **Nshom, E.** (2022). Finnish-immigrant mutual attitudes/feelings and perception of each other's attitudes/feelings. *Journal of Intercultural Communication Research*, *51*, 528-542 DOI: 10.1080/17475759.2022.2036221
- **Nshom, E.** (2022). Perceived threat and support for right-wing ideology in Finland. *Analyses of Social Issues and Public Policy*, 22, 338–350. https://doi.org/10.1111/asap.12294
- **Nshom, E.**, Khalimzoda, I., Sadaf, S. & Shaymardanov, M. (2022). Perceived threat or perceived benefit? Immigrants' perception of how Finns tend to perceive them. *International Journal of Intercultural Relations*, 86, 46-55.
- **Nshom, E.** & Arzamastseva, E. (2021). Are Chinese immigrants in Cameroon perceived as a threat? *African Review*, *13*(1), 61-75. doi:10.1080/09744053.2020.1787076.
- **Nshom**, E., Tovivich, S. & Sadaf, S. (2020). Prejudice towards Muslims: A study among young people in the North-West region of Cameroon. *Islam and Christian-Muslim Relations*, 31(1), 67-84. https://doi.org/10.1080/09596410.2020.1732170
- **Nshom**, E. & Khalimzoda, I. (2020). Prejudice and acculturation preferences towards Russian immigrants in Finland, *Migration and Development*, 9, 222-237. doi: 10.1080/21632324.2019.1602983.
- Croucher, S., **Nshom, E**., Zeng, C., & Rahmani, D. (2019). Social desirability among prejudice scales: An integrated threat theory analysis. *Journal of Intercultural Communication*. 50. Retrieved from https://immi.se/intercultural/.
- **Nshom, E.**, & Croucher, M. (2018). An exploratory study on attitudes of elderly Finns towards Russian speaking minorities. *Journal of International and Intercultural Communication*, 11(4), 324-338, doi:10.1080/17513057.2018.1469783
- **Nshom, E.**, & Croucher, M. (2018). Acculturation preferences towards immigrants: Age and gender differences among Finnish adolescents. *International Journal of Intercultural Relations*, 65, 51-60, doi:10.1016/j.ijintrel.2018.04.005
- Croucher, S., Kelly, S., Condon, S., Campbell S., Badenas, F., Rahmani, D., Zeng, C., & **Nshom**, E. (2018). A longitudinal analysis of the relationship between cultural adaptation and argumentativeness. *International Journal of Conflict Management*, 29 (1), 91-108, doi:10.1108/IJCMA-05-2017-0045.
- **Nshom, E.**, & Croucher, S. M. (2017). Perceived threat and prejudice towards immigrants in Finland: A study among early, middle and late Finnish adolescents. *Journal of International and Intercultural Communication*, 10, 309-323, doi: 10.1080/17513057.2017.1312489.

- **Nshom, E.** (2017). Conflict and perceived threat in Eastern Africa. In *Encyclopedia of Intergroup Communication*, Eds. H., Giles and J., Harwood. New York: Oxford University Press, doi:10.1093/acrefore/9780190228613.013.386
- **Nshom, E.** (2016). Predictors of Finnish adolescent's prejudice towards Russian immigrants and the role of intergroup contact. *Journal of Intercultural Communication Research*, 45, 31-44, doi: 10.1080/17475759.2015.1136347.
- **Nshom, E.**, & Croucher, S. M. (2014). Threats and attitudes toward Russian-speaking immigrants: a comparative study between younger and older Finns. *Russian Journal of Communication*, 6, 308-317, doi:10.1080/19409419.2014.95459

PEER-REVIEWED BOOK CHAPTERS

- **Nshom,** E., Kelighai, I. & Sadaf, S. (2024). An analysis of Cameroonian-Nigerian intergroup conflict. In R. Sudeshna (ed), *The Handbook of Conflict and Peace Communication*. (pp. TBA) Wiley-Blackwell, New Jersey
- Croucher, S. M., Rahmani, D., Galy-Badenas, F., Zeng, C., Albuquerque, A., Attarieh, M., & **Nshom, E**. (2021). Exploring the relationship between teacher confirmation and student motivation: The United States and Finland. In M. D. López-Jiménez & J. Sánchez-Torres (Eds.), *Intercultural competence past, present and future Respecting the past, problems in the present and forging the future* (pp. 101-120). Singapore: Springer.
- **Nshom, E.**, & Croucher, S. M. (2018). Exploring the relationship between acculturation preferences, threat, intergroup contact, and prejudice towards immigrants in Finland. In S. M. Croucher, J. Caetano, & E. Campbell (Eds.), *The Routledge companion to migration, communication, and politics* (pp. 307-320). New York: Routledge.
- **Nshom, E.** (2017). Intercultural communication: A West African perspective. In S. M. Croucher (Ed.). *Global perspectives on intercultural communication* (pp. 29-31). New York, NY: Routledge.
- **Nshom, E.** (2017). Immigrant threat, prejudice, and the growing refugee crisis. In S. Croucher, B. Lewandowska-Tomaszcyk, & P. A. Wilson (Eds.), *Conflict, Mediated Message, and Group Dynamics: Intersections of Communication* (pp. 137-152). Lanham, MD: Lexington Books.

Manuscripts Under Revision and Review

Nshom, E. (under review). Understanding Finnish-immigrant relations: Meta prejudice, perceived threat, and prejudice towards immigrants. *International Journal of Intercultural Relations*.

Manuscript in Progress

- **Nshom,** E. (in progress). Perceived discrimination among Anglophone Cameroonians: Gender, and regional differences.
- **Nshom**, E. (in progress). Realistic group conflict theory.

- Nshom, E. (in progress). Quantitative approaches and advances in the study of prejudice
- Nshom, E. & Croucher, S. (in progress). Introduction.
- **Nshom,** E. (in progress). Prejudice and the fear of immigrants in three Finnish cities: Helsinki, Jyvaskyla, and Joensuu. A comparative approach.
- Williams, E. & Nshom, E. (in progress). Prejudice towards refugees in the US.

CONFERENCE PRESENTATIONS

- **Nshom, E.** (April 2023). Perceived discrimination among Anglophone Cameroonians. Gender and regional differences. Paper presented at the 31st Annual Africa & Diaspora International Conference April 27-29, 2022.
- **Nshom,** E. (May 2022). Perceived threat and support for right wing ideology in Finland. Paper presented at the 72nd Annual International Communication Association (ICA) Conference in Paris, France on 26-30 May 2022. (Virtual).
- **Nshom**, E. (April 2022). Independence or a federation? Perceived discrimination as an antecedent of Anglophone Cameroonians' preferences towards the form of state. Paper presented at the 30th Annual Africa & Diaspora International Conference April 28-30, 2022, themed "The Africa Peace & Security Agenda: Lessons Learned and Future Directions" (In Person).
- **Nshom,** E. (March 2022). Perceived challenges to immigrant integration: A study among immigrants from 40 nationalities living in Finland. Paper presented at the World Social Science Association (WSSA) from March 30th April 2nd, 2022, Denver Colorado. (In Person)
- **Nshom** E. (February 2022). The role of the African diaspora in peace, diplomacy, and conflict resolution. Presented at the EU-Africa Business Forum February 14th to 18th 2022. (Virtual)
- **Nshom,** E. (November 2021) Are Nigerian immigrants in Cameroon perceived as a threat? Paper to be presented at the Peace and Conflict Communication Division of the National Communication Association (NCA) from November 19th 22nd in Seattle, WA. (In Person).
- **Nshom**, E. (July 2021). The perception of immigrants and support for right wing ideology in Finland: The mediating effect of anti-immigrant sentiments and the moderating effect of intergroup contact. Presented at the World Communication Association (WCA) Conference July 12th-July 18th. (Virtual)
- **Nshom,** E. (July 2021). Perceived discrimination and attitudes towards the form of state among Anglophone Cameroonians. Presented at the World Communication Association (WCA) Conference July 12th-July 18th. (Virtual).

- Nshom, E. (January 2021). Perceived threat or perceived benefit? Immigrants' perception of how Finns tend to perceive them. Paper to be presented at the Joint 20th Nordic Migration Research conference & 17th ETMU conference 12–14 January 2021 at the University of Helsinki, Finland. (Virtual).
- Nshom, E. (January 2021). Challenges to immigrant integration: A study among immigrants from 40 nationalities living in Finland. Paper to be presented at the Joint 20th Nordic Migration Research conference & 17th ETMU conference 12–14 January 2021 at the University of Helsinki, Finland. (Virtual).
- Nshom, E. (January 2021). Finnish-immigrant mutual intergroup attitudes. Paper to be presented at the Joint 20th Nordic Migration Research conference & 17th ETMU conference 12-14 January 2021 at the University of Helsinki, Finland. (Virtual).
- **Nshom**, E., Mkong, I. & Sadaf, S. (November 2020). An analysis of Cameroonian-Nigerian intergroup conflict. Paper to be presented at the Peace and Conflict Communication Division of the National Communication Association (NCA) from November 19th 22nd in Indianapolis, IN. (Virtual).
- Nshom, E. & Sadaf, S. (2019, November). Christian Muslim intergroup conflict: A Study among Young People in Cameroon. Paper presented at the Peace and Conflict Communication Division of the National Communication Association (NCA), Baltimore, Maryland, USA.
- Nshom, E. & Arzamastseva, E. (2019, November). Chinese immigration to Cameroon: An integrated threat analysis. Paper presented at the International and Intercultural Division of the National Communication Association (NCA), Baltimore, Maryland, USA.
- **Nshom**, E. & Khalimzoda, I. (2019, November). Prejudice and acculturation preferences towards Russian immigrants in Finland. Paper presented at the National Communication Association (NCA), Baltimore, Maryland, USA.
- Nshom, E., & Croucher, M. (2018, November). Acculturation preferences towards immigrants: age and gender differences among Finnish adolescents. Paper to be presented at the Intercultural Division of the National Communication Association (NCA), Salt Lake city, Utah, USA.
- **Nshom,** E. (2018, July). Chinese immigration to Cameroon. Paper presented at the 24th International Conference of the International Association of Intercultural Communication Studies (IAICS), DePaul University Chicago, IL.
- Croucher, S. M., Rahmani, D., Attarieh, M., Zeng, C., & **Nshom, E** (2018, May). Exploring the Relationship among teacher confirmation, student motivation, and emotional interest: The United States and Finland. Paper presented at the Intergroup Division of the 68th Annual International Communication Association (ICA).
- **Nshom,** E., & Croucher, M. (2017, November). Attitudes of elderly Finns towards Russian speaking minorities. National Communication Association (NCA), Dallas, TX, USA.
- Croucher, S. M., **Nshom**, E., & Zeng, C. (2017, May). Social desirability bias among prejudice scales: An integrated threat theory analysis. Paper presented at the Intergroup Division

- of the 67th Annual International Communication Association (ICA), San Diego, CA, USA.
- **Nshom,** E. (2017, May). Exploring the relationship between Acculturation preferences, perceived threat and intergroup contact among Finnish adolescents. Paper presented at the Intergroup Division of the 67th Annual International Communication Association (ICA), San Diego, CA, USA.
- Croucher, S., Kelly, S., Condon, S., Campbell, S., Badenas, F., Rahmani, D., Zeng, C., & Nshom, E. (2017, May). A longitudinal analysis of the relationship between cultural adaptation and argumentativeness. Paper presented at the Intercultural Division of the 67th Annual International Communication Association (ICA), San Diego, CA, USA.
- Attarieh, M., Rahmani, D., Croucher, S. M., Letule, N., & **Nshom, E**. (2016, June). Student teacher interaction in the United States and Finland: A cross-cultural analysis of emotional interest, motivation, and teacher confirmation. Paper presented at the Instructional & Developmental Communication Division of the 66th Annual International Communication Association, Fukuoka, Japan. (Top four paper).
- **Nshom**, E., & Croucher, S. M. (2015, may) Perceived Threat and Prejudice towards Immigrants in Finland: A study among Early, Middle and Late Finnish Adolescents. Paper presented at the Intergroup Division of the 65th Annual International Communication Association (ICA) San Juan.

TEACHING EXPERIENCE

California State University, San Marcos (CSUSM)

Undergraduate Courses

Term	Year	Course # and Name	# of Students	Other Info
Fall	2023	COMM499A Independent Study	1	
Fall	2023	COMM100 Introduction to Communication	145	In-person
Spring	2023	COMM425 Communication and Mediation	36	In-person
Spring	2023	COMM100 Introduction to Communication	140	In-person
Fall	2022	COMM 320 Conflict and Communication	40	Virtual hybrid
Fall	2022	COMM100 Introduction to Communication	150	Virtual synchronous
Spring	2021	COMM100 Introduction to Communication	142	Virtual synchronous New Prep
Spring	2021	COMM425 Communication and Mediation	37	Virtual hybrid
Fall	2020	COMM437 Interpersonal Communication	37	Virtual hybrid

Fall	2020	COMM425 Communication and	37	Virtual hybrid
		Mediation		New Prep
Fall	2020	COMM330 Intercultural	37	Virtual hybrid
		Communication		New Prep
Summer	2020	COMM320 Conflict and	24	Asynchronous
		Communication		
Spring	2020	COMM320 Conflict and	39	Virtual hybrid
		Communication		
Spring	2020	COMM437 Interpersonal	41	Virtual hybrid
		Communication		
Spring	2020	COMM499A Independent Study	1	Independent Study
Fall	2019	COMM320 Conflict and	37	New Prep
		Communication		In-person
Fall	2019	COMM437 Interpersonal	40	New Prep
		Communication		In-person

University of Jyväskylä, Finland

Graduate Courses

- Introduction to Intercultural Communication.
- Migration and Intercultural Adaptation.
- Migration and Transition in a Global World.
- Communication Theory.
- International Management.
- Theories and Models of Intercultural Communication.
- Theorizing Intercultural Communication (book exam).
- Intergroup Communication.
- MA Thesis Seminar.
- Qualitative Research Methods.
- Quantitative Research Methods.

National Polytechnic Bambui, Bamenda, Cameroon

Undergraduate Courses

- Media, Culture and Society.
- Advertising and Public Relations.

MA THESIS SUPERVISION

University of Jyväskylä

MA Supervisees: 14 (uncompleted)

Completed MA Thesis Reviews: 6 (completed)

GRANTS AND FELLOWSHIPS

Spring 2022 CSUSM Faculty Center Professional Development Grant, \$2000

Fall 2021 CSUSM, CHABBS Faculty Development Grant, \$1500.

Fall 2021	Research Project: Attitudes Towards the Form of State in Cameroon and their Antecedents, the Harry Frank Guggenheim Foundation, \$45,000 (unsuccessful)
Spring 2021	Project: Promoting research and discussion on intergroup relations in Cameroon among academics and civil society organizations, U.S. Embassy Yaoundé, Public Affairs Section (awaiting outcome), \$25,000.
Spring 2021	CSUSM Faculty Professional Development Grant for Assistant Professors, \$500
Fall 2020	Research Project: Finnish-Immigrant Mutual Intergroup Relations, Kone Foundation Finland, \$115000 (unsuccessful)
Spring 2020	CSUSM Faculty Center Professional Development Grant, \$800
Fall 2019	CSUSM, CHABSS Faculty Development Grant, \$1500
Spring 2018	Research Assistant Hiring Grant, Department of Language and Communication Studies, University of Jyväskylä, \$5000
Fall 2016	Dissertation Grant, Department of Communication, University of Jyväskylä, \$11500
Fall 2015	Data Collection Grant, Department of Communication, University of Jyväskylä, \$5000

SERVICE

Dissertation Grant, Faculty of Humanities, University of Jyväskylä, \$7000

University Service

Fall 2015

Fall 2023- Present: CSUSM Representative, The Academic Council on International Programs (ACIP).

Fall, 2023 to Present: Member, University Global Affairs Committee, CSUSM

Fall, 2023 to Present: Member, President's Inclusive Excellence Advisory Council

Fall 2023- Inaugural Present: President, International Faculty and Staff Association (IFSA), CSUSM

Fall 2021 to Present: Co-Coordinator, International Ambassador Program (ISPP)

Fall 2020-Fall 2023: Founder and Pioneer Coordinator of the International Faculty and Staff Group (IFSG), CSUSM

Fall, 2020 to Present: Pioneer Member, Committee for International Research (CIR)

Fall 2019 to Present: Faculty Mentor, Faculty Mentoring Program (FMP)

Spring 2020: Judge at the 2020 CSUSM Symposium on Student Research, Creative Activities, and Innovation for Undergraduate and Graduate Scholarly Activities

Spring 2020: Judge at the 2020 CSU Media Arts Festival

Fall 2019: Reviewer: Southern California Conference for Undergraduate Research (SCCUR), CSUSM.

College Service

Fall 2022 to Spring 2023: Co-Chair, Faculty Development Committee (FDC)

Fall 2022 to Spring 2023: Co-Chair, Global Commitment Committee (GCC)

Fall 2021 to Spring 2022: Member, Faculty Development Committee (FDC)

Fall 2021 to Spring 2022: Member, Global Commitment Committee (GCC)

Fall 2020 to Spring 2022: Academic Senator

Fall 2019: College Representative: Taste for Student Success

Department Service

Summer 2022: Department Representative: University Orientation

Fall 2021-Present: Advisor to the National Communication Association Honor Society Lamba Pi Eta (LPE)

Fall 2020- Spring 2021: Co-adviser to the National Communication Association Honor Society Lamba Pi Eta (LPE)

Project Coordinator: Department Display Project

Fall 2021: Departmental Representative: Online Major and Minor Fair

Fall 2020 to Fall 2021: Program Learning and Student Objectives (PLSO) 2 Assessment and Report for COMM 330 Intercultural Communication

Fall 2020 to Spring 2021: Subcommittee Member of 3 to Review and Revise the Communication Minor Program

Fall 2020: Member of the 2020 Online Orientation Planning Committee

Spring 2020: Guest Speaker: COMM100

Fall 2019: Sub-Committee Member of 2: To Elicit and Review Department Colleagues'

Suggestions for our Departmental Email Communication Protocols

Fall 2019: Guest Speaker: COMM100

Fall 2019: Departmental Representative: Major and Minor Fair

Fall 2019: Co-organizer: Meet and Greet Event

Professional Service

Spring 2023 to Fall 2023: Organinizing Committee Member: The Society for the Study of Ethnic Relations and International Migration (ETMU) Conference, Jyvaskyla Finland.

Fall 2022-Present: Chair, Communication Section: World Social Science Association

July 12th-18th 2021: Panelist, Communicating about Work and Work-Life Balance During COVID-19. World Communication Association (WCA) (Virtual)

2020-Present: Review Editor and Editorial Board Member, *Culture and Communication* (Specialty Section of Frontiers in Communication)

24-28 May 2018: Panel Chair, Intercultural Division of the 68th Annual International Communication Association (ICA) Conference Prague, Czech Republic

May 17th, 2018: Panel Chair, Language Campus "Right to Language", Department of Language and Communication Studies, University of Jyväskylä, Finland

November 23-25, 2017: Organizing Committee Member, Nordic Intercultural Communication Conference, Jyväskylä, Finland.

October 5-8, 2017: Guest Speaker, 2nd International Conference on Corporate Social Responsibility, Department of Journalism and Mass Communication, University of Buea, Cameroon

December 13-14, 2016: Contributor, An Interdisciplinary Seminar on "Migrants in Higher Education: Fostering Cooperation at Universities" Ruusupuisto, Jyväskylä, Finland

Division Reviewer: Intergroup Division of International Communication Association (ICA); Intercultural Division of International Communication Association (ICA); Peace and Conflict Division of National Communication Association (NCA), Intercultural Communication Division (NCA) and Intergroup Division (NCA)

Journal Reviewer: Journal of Intercultural Communication Research, Russian Journal of Communication, Journal of Asian and African Studies, Migration and Development Journal, Analyses of Social Issues and Public Policy, International Journal of Intercultural Relations, Journal of Intercultural Communication

PROFESSIONAL DEVELOPMENT AND TRAINING

- Fall 2021: Trauma Informed Pedagogy Training Workshop
- Summer 2021: Flexible Course Experience Institute and Live and Online Training: https://www.csusm.edu/fc/communities/flexible-course-experience-institute-and-live-and-online-training.html
- Summer 2021: Quality Learning & Teaching (QLT) Reviewer Certification Training: https://www.csusm.edu/fc/communities/quality-learning-teaching.html
- Summer 2021: Grant Writing Bootcamp: Developing and Strengthening Proposals for External Funding:

 https://www.csusm.edu/gsr/grants_and_contracts_development/summer_2021_edition_html
- Spring 2021: Two-day "Reflections in Teaching Online Using the Community of Inquiry" https://www.csusm.edu/fc/resources-funding/grants/winter-professional-development-for-online-teaching.html
- Fall 2020: CSU Chancellor's Office Grant Writing Workshop: https://www2.calstate.edu/
- Fall 2018: Teaching Academic Content Through English: https://movi.jyu.fi/en/courses/staff/tace

Spring 2010: Global Educator Training Certificate: https://gcdpprojects.wordpress.com/

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

The Society for the Study of Ethnic Relations and International Migration (ETMU)

National Communication Association (NCA)

World Communication Association (WCA)

International Communication Association (ICA)

World Social Science Association (WSSA)

Western States Communication Association (WSCA)